IN THE UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

BENEFICIAL INNOVATIONS, INC.,

Plaintiff,

v.

BLOCKDOT, INC., CAREERBUILDER, LLC., CNET NETWORKS, INC., DIGG, INC., EBAUM'S WORLD, INC., JABEZ NETWORKS, INC., THE NEW YORK TIMES CO., THE WASHINGTON POST CO., THE WEATHER CHANNEL INTERACTIVE, INC.,

Defendant.

CIVIL ACTION NO. 2:07-CV-263 (TJW/CE)

Jury Trial Demand

NOTICE OF APPEARANCE

Please take notice that the following attorney hereby enters his appearance in this matter as additional counsel of record for Defendant CNET Networks, Inc. and consents to electronic service of all papers in this action.

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DATE: August 2, 2007

Respectfully submitted,

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By: /s/ Mark N. Reiter

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ATTORNEYS FOR DEFENDANT CNET NETWORKS, INC.

CERTIFICATE OF SERVICE

I certify that the foregoing document was filed electronically on August 2, 2007 pursuant to Local Rule CV-5(a) and has been served on all counsel who have consented to electronic service. Any other counsel of record will be served by first class U.S. mail on this same date.

/s/ Steven M. Geiszler
Steven M. Geiszler